



Analysis Of Cigarettes Price Determination And It Relations To Positioning And Marketing Mix Strategy (Case Study in PT HM SAMPOERNA Tbk)

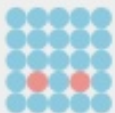
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This research was aimed to analyse SAH price and it four brands competitor. It also to know (1) how consumers positioning for those brands cigarette (2) The relation between consumers price sensitivity and consumers positioning.

The methods was used in this research case study by surveying the smoker especially SAH smoker. The data were collected from 122 respondent in Bogor and Tangerang. The collected data was analysis by (1) descriptive analysis (2) biplot analysis (3) Price sensitivity analysis and (4) BPTO analysis.

The result of this has shown that SAH is the most sensitive brand to price changed compared to it four brands competitor. Based on the perception analysis was known that the expectation for SAH has not fulfilled. It made there's still a gap between company positioning and consumers positioning.

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